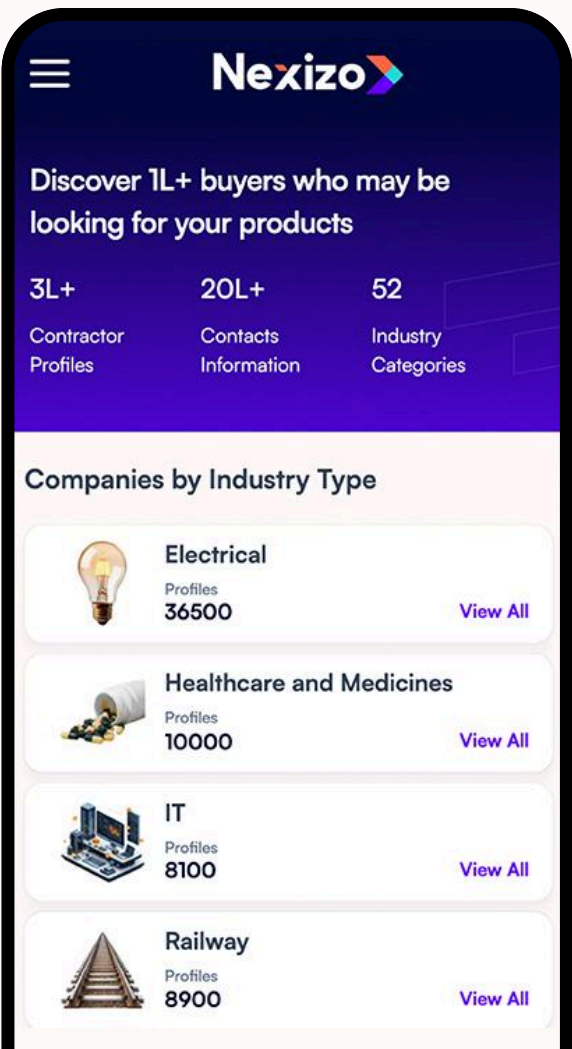


OfBusiness's AI-Enabled Platform Nexizo Sees 50% More Efficient CAC Against Industry Standards with CleverTap

Officially launched in early 2025 by OfBusiness, India's largest B2B raw materials procurement and credit platform, Nexizo is a one-stop B2B platform for market intelligence and growth. Within 6 months, the platform is being leveraged by 500+ enterprises & SMBs, with paying enterprises feeding 75K+ relevant opportunities into their sales pipelines. This is being powered by the intelligent processing of over 25 million data points annually from 50 million+ tender documents. Initially built for OfBusiness’s transformation, Nexizo nurtures buyer databases via CleverTap to drive \$150 million GMV for OfBusiness annually.



Impact

**15%⁺**
Improvement in Retention

**50%**
More Efficient Customer Acquisition Cost

**1.8x**
Uplift in WhatsApp Campaign Response Rates

What Nexizo Faced Before Adopting CleverTap

- ❗ **Manual Campaign Workflows:** Slowed response times and were unscalable, too.
- ❗ **Inadequate Trigger-based Outreach:** Nexizo’s systems launched outreach with delays or sometimes didn’t trigger it at all, missing opportunities to engage users at crucial moments.
- ❗ **Limited Retention Strategies:** Despite comprehensive user data, retention efforts were held back by the inability to tap into behavioral insights.


How Nexizo Used CleverTap

Nexizo filled these operational blind spots by layering CleverTap’s behavior-based intelligence over its analytics and data enrichment engine. By easily integrating with the tools used for reporting, analytics, CRM and WhatsApp engagement, CleverTap now helps Nexizo drive hyper-personalized engagement.

- ✅ **Dynamic Segmentation for Personalization:** Nexizo combines internal performance metrics with CleverTap's behavioral insights to assign scores and ranks, identifying key user segments across their lifecycle. This hybrid model enables highly targeted outreach.
 - The outreach is constantly refined using A/B testing and campaign performance tracking. This has resulted in optimized industry-specific performance indices, helping refine personalization and boosting downstream conversion for sales-qualified leads.
 - For instance, a paid, previously high-activity user from the infrastructure sector shows reduced usage. Nexizo's scoring model, supported by CleverTap data, flags this. A WhatsApp campaign is triggered, featuring a satisfaction survey and tips on underused features. Based on the responses, the user receives a tailored walkthrough and renewal offer. Moreover, the feedback is used for continuous process improvement.
 - This sequence of activities is automated at scale, so every user hears from Nexizo when it matters most.

**The win:** Steadily improving retention, boost in renewal conversions, and enhanced overall user satisfaction.

- ✅ **Unified User View for Context:** A centralized dashboard consolidates user segmentation, activity logs, and engagement metrics into one view.
 - KAMs use the dashboard to identify high-intent accounts for personalized follow-ups at strategic points and upsell opportunities.
 - KAMs customize messaging on the fly-based on industry, activity level, and usage patterns-during demos and re-engagement campaigns.

**The win:** No missed opportunities and informed, targeted conversations that drive improved conversions.

What’s Next?

As Nexizo broadens its data-rich engagement, CleverTap will help strengthen their buyer database with behavioral signals to improve lead prioritization and boost conversion rates. The team will automate focused journeys like renewal nudges, reactivation flows, and feature prompts. Engagement insights will guide content formats for different user cohorts, while enriched segments will be used across channels to create consistent, high-intent experiences throughout the customer lifecycle.

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As the backbone of our customer intelligence, CleverTap has become an indispensable part of our growth infrastructure. The platform's ability to process our massive data volumes and translate them into actionable insights has delivered tangible, strategic outcomes. In addition to improving customer lifecycle management, which is reflected in daily metrics and KPIs, it has given us a real-time single-pane view into user behaviour. This goes a long way in helping us make smarter business decisions that boost our competitiveness.”

Piyush U
Chief Business Officer, Digital, OfBusiness

